


REMARKS

If the Examiner has any comments or suggestions that could place this application in even better form, the Examiner is requested to telephone the undersigned attorney at the below-listed number.

Applicant believes no fee is due with this response. However, if a fee is due, please charge our Deposit Account No. 18-0013, under Order No. HOK-0213 from which the undersigned is authorized to draw.

Dated: November 24, 2003

Respectfully submitted,

By 

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APPENDIX**MARKED-UP VERSION OF AMENDMENTS TO SPECIFICATION**

This is a continuation application of Serial No. 09/457,591, filed on December 9, 1999.

MARKED-UP VERSION OF AMENDMENTS TO ABSTRACT

A method and system of arranging advertisements on a network ~~such as the Internet~~ enables a potential media owner or affiliate to sell its ad space on a network media to an advertiser at a discretion of the affiliate simply by accepting advertiser's conditions for the advertisement for a potential media owner or affiliate to sell ad space on a network media to an advertiser. ~~Offering the~~ The advertiser's conditions and the affiliate's acceptance are made on the network through an agent's server. The server provides an invitation page for entry of the advertiser's conditions. ~~The invitation page includes a selection box listing defined responses expected to be made by internet users so that the advertiser can select one or more of the responses to be included in the conditions. In addition, the invitation page includes a cost per response entry to be entered by the advertisers for each response selected.~~ The conditions are disclosed to the affiliate on the network. When the affiliate accepts the conditions on the network, the agent's server responds to make an advertisement contract, and allocates an advertiser's web site to the ad space of the network media. The number of the responses made to the advertisement is counted at the agent's server, which delivers statistical data of the counted responses on the network to the advertiser and the affiliate for determination of the payment and for evaluation of the effectiveness of the advertisement.